



THE UNIVERSITY  
*of* NORTH CAROLINA  
*at* CHAPEL HILL

# Fresh and Local Food in Communities

House Select Committee on Childhood Obesity  
December 8, 2011

Alice Ammerman, DrPH, RD  
Professor, Department of Nutrition,  
Gillings School of Global Public Health, and School of Medicine  
Director, Center for Health Promotion and Disease Prevention  
University of North Carolina at Chapel Hill



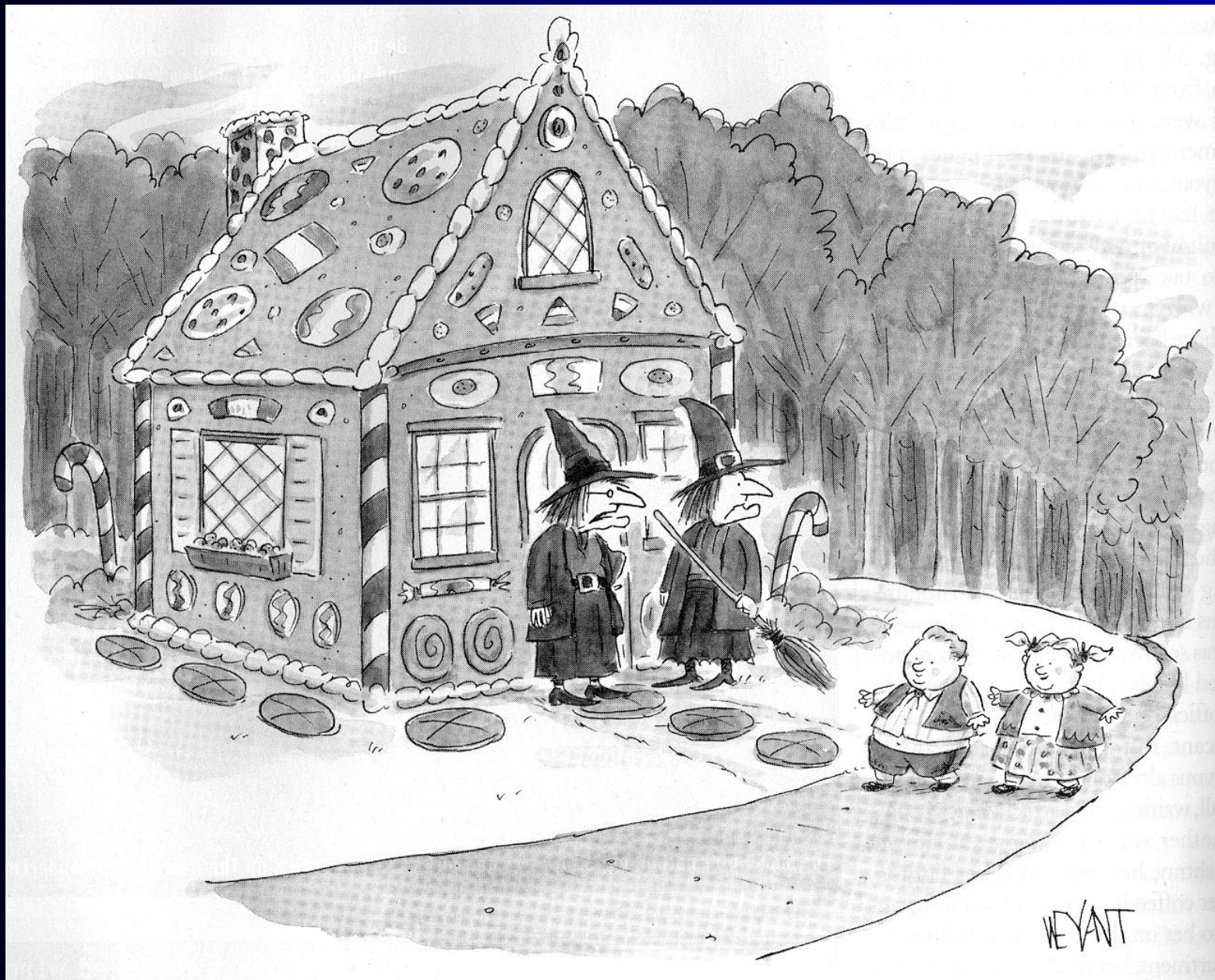
For all you are doing for child health.



# What you've heard so far...

- We are facing a severe childhood obesity epidemic in NC and the US
- This leads to debilitating chronic disease in adults and enormous health care costs
- There is no silver bullet or easy fix
- Much can be done with low cost policies to increase opportunities for physical activity and healthy eating
- An ounce of prevention is worth a pound of cure

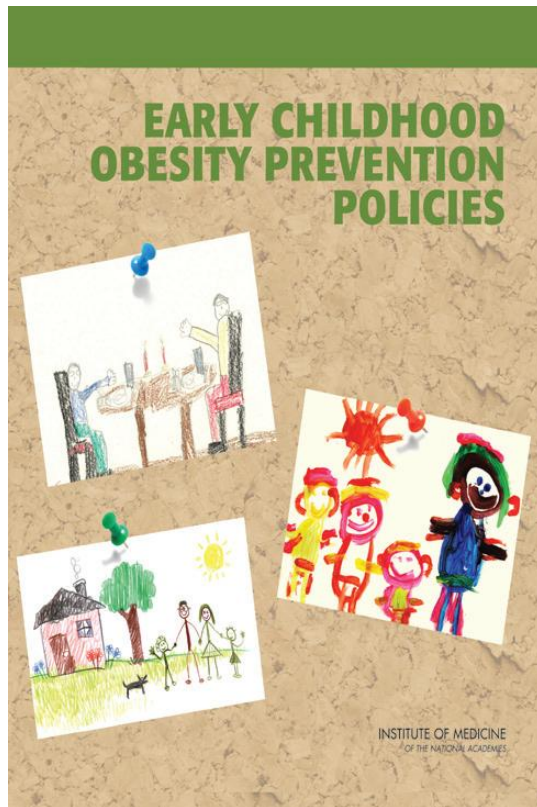




*Remember when we used to have to fatten the kids up first?*

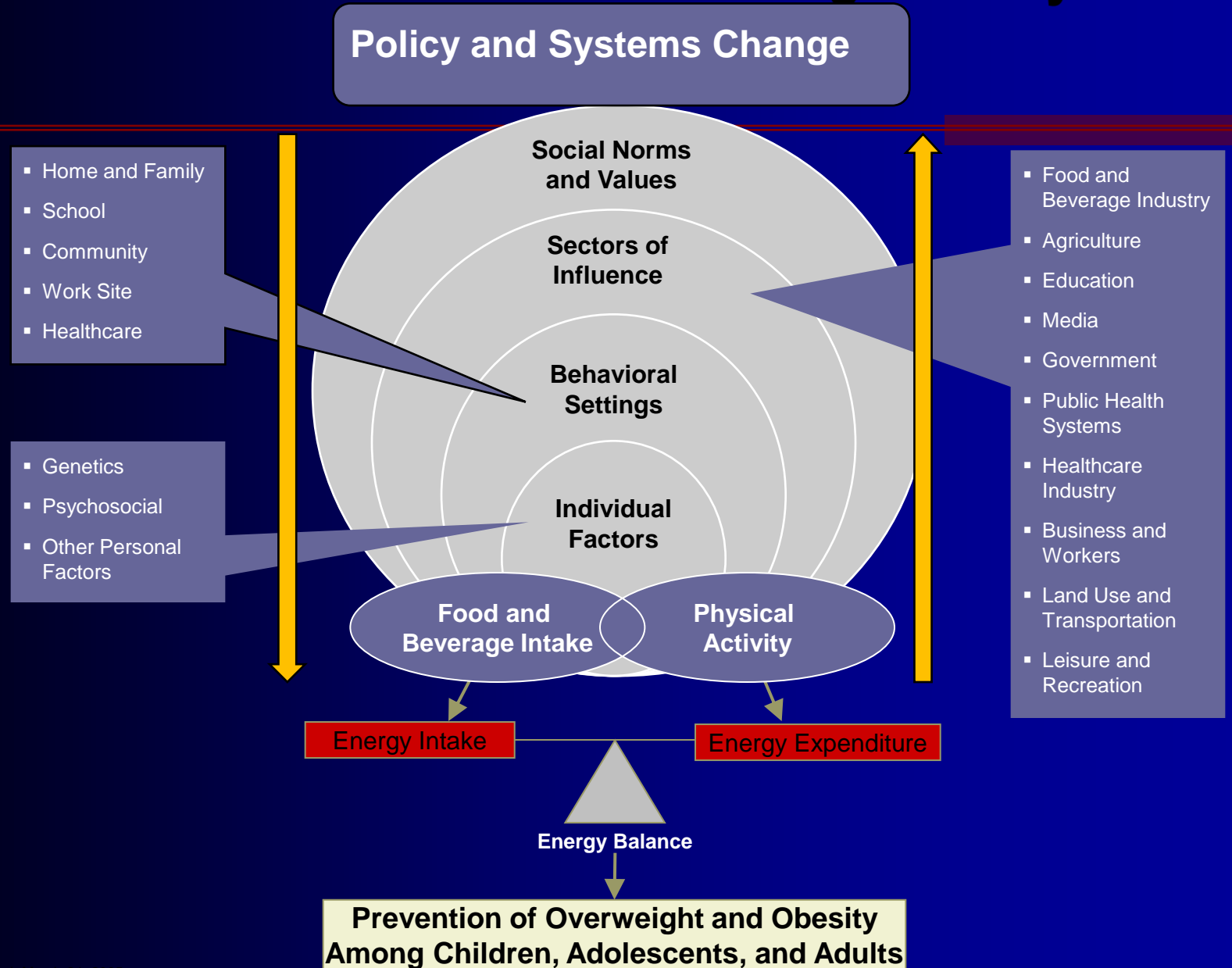


# Making the healthier choice the easier choice



Make it easier on kids AND adults by creating an environment where healthy choices are “automatic.”

# CDC Framework for Preventing Obesity





RECOMMENDED COMMUNITY STRATEGIES  
AND MEASUREMENTS TO PREVENT  
OBESITY IN THE UNITED STATES:  
*Implementation and Measurement Guide*

July 2009



LOCAL  
GOVERNMENT  
ACTIONS  
TO PREVENT CHILDHOOD OBESITY



HEALTHY EATING ACTIVE LIVING CONVERGENCE PARTNERSHIP  
*working together to create healthy people in healthy places*



Promising Strategies for Creating  
Healthy Eating and Active Living  
Environments

Offering to What Matters  
**PolicyLink**

Prepared by  
Prevention Institute





home grown for North Carolina Schools



#### NC Farm to School

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#### About Us

[NC Farm to School Video](#)  
[History of the Program](#)  
[Farm To School Sales](#)  
[Participation](#)  
[Poundage](#)  
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#### Delivery Calendar & Downloads

[Calendar of Deliveries](#)  
[Produce Availability Chart](#)  
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#### Art Contest Calendar

[Art Contest Calendar 2011-12](#)  
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#### Commodity & Nutritional Info

[Commodity Associations](#)



Commissioner  
Steve Troxler

The North Carolina Department of Agriculture and Consumer Services welcomes you to the NC Farm to School program Web site.

The NC Farm to School program has been supplying school cafeterias across our state with the freshest, locally grown produce from North Carolina farms since 1997. I hope this site is a useful resource for child nutrition directors, teachers, parents and students who may be seeking information about nutrition, agriculture facts, classroom activities and even field trip opportunities.



[2011 Farm To School Survey Results](#)



# Calendar of children's artwork, seasonal foods, recipes for school cafeterias







# What do we know about kids, gardens, and farms?

If they grow it and cook it, they're more likely to eat it.

Kids have lost touch with the source of their food and what it takes to produce, harvest, and prepare it.

Growing food teaches science, math, entrepreneurship

There is an explosion of interest in local food in NC – not just in Chapel Hill 😊







# Healthy local food can be fun

The Kinston-Lenoir County Chamber of Commerce presents...



# May 4 - 7, 2011











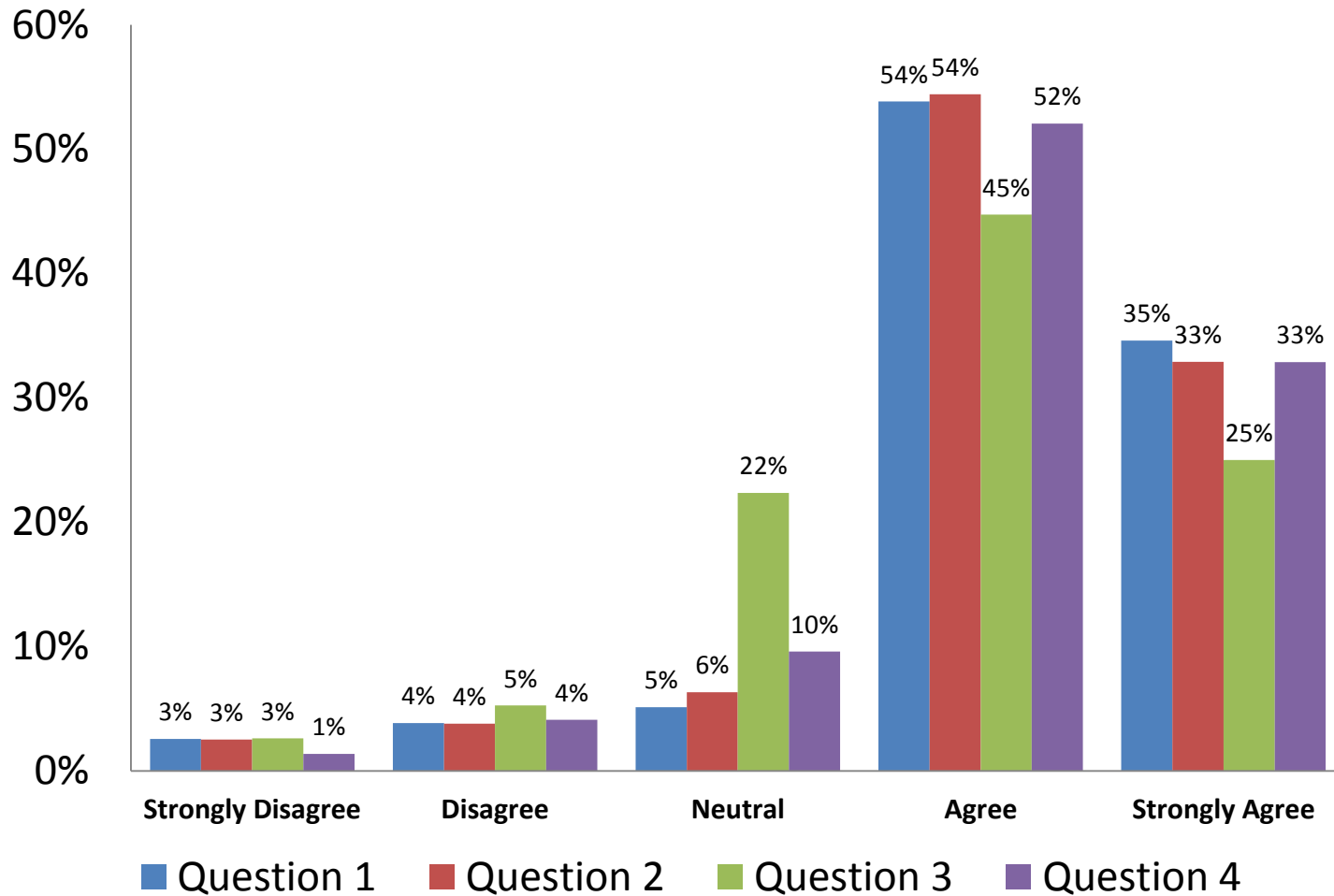
Before...

After: "I've eaten eastern style BBQ all my life and love it.. But I think preparing it this way is just as good and I would definitely eat it again!"





# Overall Results



Question 1

Question 2

Question 3

Question 4

The BBQ dish tasted good to me.

I would be willing to make this dish at home.

My family would enjoy a dish like this.

I would like more information.



# The economic case for local food

- New opportunities for farmers transitioning out of tobacco
- Jobs in value added processing, distribution, retail
- Supporting the local economy



# **But does everybody benefit?**

- Research: Farmers Market prices slightly lower than supermarkets statewide
- Local stores can sell local food
- Small stores and small farmers can help each other



# QUICK & EASY FARM FRESH FOOD BUNDLED INTO PERFECT PACKS

No need to weigh produce,  
guess prices or figure out quantities.  
Fruits and vegetables priced  
to match WIC Cash Value Vouchers.



Grown by local farmers in  
the **Warren County** area

[WWW.PRODUCEPACKS.ORG](http://WWW.PRODUCEPACKS.ORG)

252.387.8630





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**PRODUCE  
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\$2

Snap Beans

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**PRODUCE  
PACK**

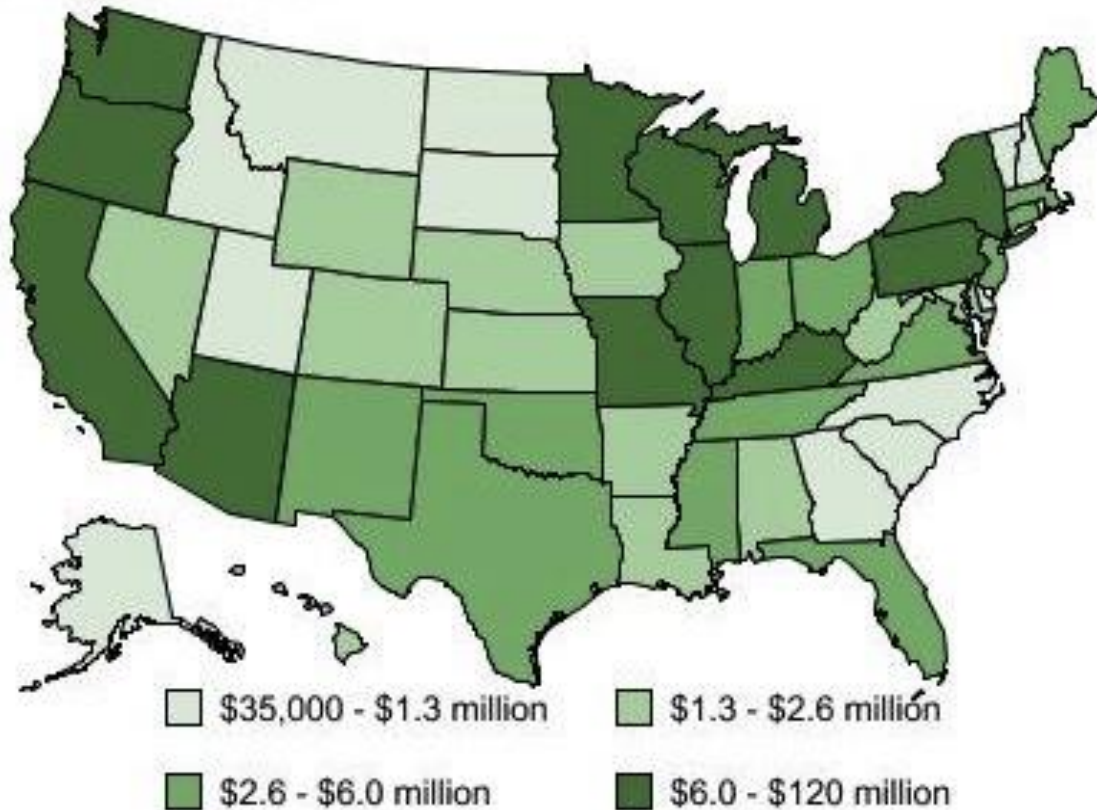
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Snap Beans





# Investing federal dollars in the local economy and increasing healthy food access – SNAP-Ed – significant growth opportunities ahead



## Per Capita Funding per SNAP Recipient\*:

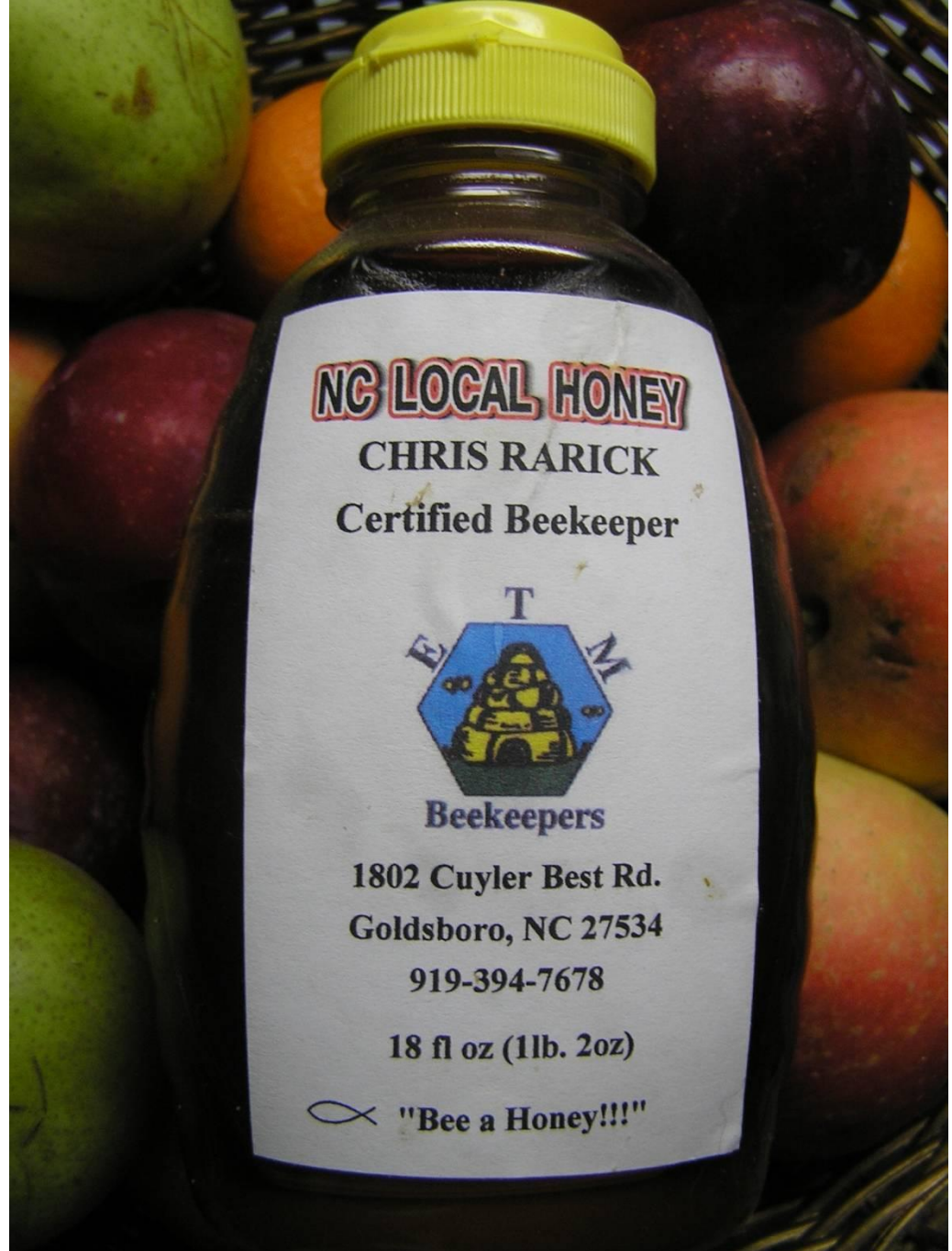
North Carolina: \$1.13  
Tennessee: \$3.61  
Alabama: \$3.76  
Mississippi: \$6.18  
Kentucky: \$14.06  
Washington State: \$23.11  
California: \$41.35



# **Sustainable Local Food Advisory Council 2011 Annual Report**

**Recommendation 13. Respectfully request that the Governor encourage that the Division of Social Services (DSS) and its SNAP-Ed Advisory Committee work closely with the NC Sustainable Local Food Advisory Council's Health, Wellness, Hunger, and Food Access Subcommittee to consider a statewide coordinated approach to funding that encourages the use of locally produced food by SNAP participants given potential increases in funding available for SNAP-Ed based on state level SNAP participation and high levels of participation in North Carolina.**

Creative marketing  
strategies are key to link  
obesity prevention with  
local food systems!



Credit to: Angeline Stuckman  
Aka Aunt Angie: 11/12/13





Questions??